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Appln. No. 09/811,724 Response dated July 13, 2006 Reply to Office Action of March 13, 2006

Attorney Docket No. 01145/LH

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant : M. INOUE et al.

Serial No. : 09/811,724

Filed : March 19, 2001

For : SYSTEM AND METHOD FOR

DISTRIBUTING ADVERTISEMENTS
TO A PLURALITY OF USERS BASED

UPON ADVERTISEMENT USER

ATTRIBUTES AND ADVERTISEMENT

PROVIDER ATTRIBUTES

Art Unit : 2143

Examiner : Alina A. Boutah

Confirm. No.: 9510

Customer No.: 01933

AMENDMENT

Mail Stop Amendment Commissioner for Patents P.O. Box 1450 Alexandria, Virginia 22313-1450

SIR:

This is responsive to the Office Action mailed March 13, 2006, the term for response to which is extended by one month by Petition filed concurrently herewith to July 13, 2006.

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks/Arguments begin on page 14 of this paper.

JUL 13 2006

CERTIFICATE OF FACSIMILE TRANSMISSION TO NO. 571-273-8300

TOTAL PAGES: 15

I hereby certify that this paper is being facsimile transmitted to the Commissioner for Patents Office on the date noted below.

Marilyn Stalts : Dated: July 13, 2006

In the event that this Paper is late filed, and the necessary petition for extension of time is not filed concurrently herewith, please consider this as a Petition for the requisite extension of time, and to the extent not tendered by check attached hereto. authorization to charge the extension fee to Account No. 06-1378.